

Message Text

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TO SECSTATE WASHDC 3738

INFO AMEMBASSY ROME

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E.O. 11652: N/A

TAGS: BEXP IT

SUBJ: BSP: E. HRUBY, SEPT. 4-6, 1974; SPECIAL PROMOTIONAL PROPOSALS.

REF: ROME 12416

1. BSP STAGED SEP 4-6 AT MTC BY E. HRUBY, LEADING LOCAL DISTRIBUTOR SECURITY EQUIPMENT FEATURING PRODUCTS SIX U.S. FIRMS CONSIDERED OUTSTANDING SUCCESS.

2. OVER 150 SOLID LEADS DEVELOPED WITH MINIMUM DOLS 120,000 FLOOR SALES (CLEARED).

3. ACCORDING HRUBY, PRINCIPAL PROBLEM HE FACES IS CONVINCING AMERICAN SUPPLIERS NOT TO PLACE UNDUE RELIANCE ON ALLEGED ALARMISTIC REPORT IN U.S. PRESS RE ITALIAN ECONOMY, WHICH CAUSING SUPPLIERS TO IMPOSE MORE STRINGENT PAYMENT TERMS THUS COMPOUNDING KNOWN IMPORT DIFFICULTIES.

4. SIMILAR PROBLEMS ENCOUNTERED AMONG LEADING DISTRIBUTORS US HI-FI EQUIP. AT OPENING DAY "SALONE DELLA MUSICA" SEPT 5. U.S. SUPPLIERS APPARENTLY NOT WILLING HELP REPS RIDE OUT PRESENT DIFFICULTIES. INCIDENTALLY, THE SHOW IS LARGE AS EVER: 22,000 SQ.MT., 165 EXHIBITORS, 26 COUNTRIES PARTICIPATING, PRODUCTS OF SOME 70 U.S. FIRMS DISPLAYED.

5. IN VIEW RECURRENT THEME IMPACT OF PESSIMISTIC U.S. REPORTS ON LOCAL BUSINESS CONDITIONS, WITH RESULTANT POTENTIAL DAMAGE OUR EXPORT POSITION, POST BELIEVES - SPECIAL EFFORTS
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REQUIRED. SUGGEST OIM CONSIDER STAGING - OR PERSUADE APPROPRIATE

BUSINESS GROUP TO SPONSOR - ONE OR SERIES SEMINARS/CONFERENCES ON ITALIAN ECONOMY FEATURING AUTHORITIES, TRADERS, BUSINESSMEN, BANKERS BOTH COUNTRIES. OBJECTIVE: DISPEL RUMORS, SPOTLIGHT FACTS, GENERALLY ATTEMPT ALLAY UNREASONABLE FEARS. THE FACT THAT GOI REVIEWING PRIOR IMPORT DEPOSIT SYSTEM WITH VIEW TO POSSIBLE LIBERALIZATION AS REPORTED REFTEL IS HOPEFUL SIGN.

6. OIM MAY WISH CONTACT ITALY-AMERICA CHAMBER OF COMMERCE, 350 5TH AVE., NYC, TO DETERMINE SUITABILITY THAT GROUP AS FORUM FOR SEMINARS, ETC.

7. OIM COULD PERHAPS ALSO UPGRADE PARTICIPATION PERIODIC MEETINGS FCIB (FOREIGN CREDIT INTERCHANTE BUREAU) NEW YORK THUS KEEPING CURRENT LATEST DEVELOPMENTS, VIEWS, CREDIT PRACTICES LEADING TRADERS, BANKERS RE ITALIAN MARKET.

8. FCIA POSITION CURRENT SITUATION COULD BE EXPLORED. IF APPROPRIATE, THIS PROTECTIVE ASPECT MIGHT BE EMPHASIZED TO JITTERY U.S. EXPORTERS.

9. COVERAGE OF ITALIAN BUSINESS DEVELOPMENTS IN 'COMMERCE TODAY' SHOULD BE EXPANDED TO PROVIDE BALANCED, FACTUAL REPORTS. OTHER IMPORTANT ITEMS COULD BE DISSEMINATED TO INT'L BUSINESS COMMUNITY VIA COMMERCE DISTRICT OFFICES.

10. EMBASSY CONCURS. FINA

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